

WHAT IS CLAIMED IS:

1. A method of providing an auction service via the Internet, comprising the steps of:
 - 5 maintaining a commodity information database (DB) for storing commodity information of a commodity for sale at auction;
 - maintaining a bid information DB for storing a bid table for registering bid request data regarding the commodity for sale at auction;
 - receiving bid request data including specific bid price information from bidders having searched the commodity information of the commodity for sale at auction;
 - 10 registering the bid request data in bid registration fields of the bid table corresponding to the bid price information; and
 - : determining one or more successful bidders according to predetermined criteria by analyzing the bid request data having been registered in the bid table after an elapse of a predetermined period;
- 15 wherein the predetermined criteria are based on the bid price information of the bid registration field and a number of items of the bid request data;
 - wherein the step of determining one or more successful bidders comprises the steps of:
 - calculating a number of items of the bid request data having been registered in the each of the bid registration fields, and selecting one or more bid registration fields having a smallest
 - 20 number of items of bid request data, and
 - selecting a bid request field having a lowest bid price among the selected bid registration fields, and determining one or more bidders having registered bid request data in the selected bid registration field to be successful bidders.
- 25 2. The method as set forth in claim 1, wherein:
 - the bid registration field includes a bid information item for registering bid number information created based on information of time when the bid request data is input;
 - the step of determining the bidders comprises the step of, if two or more bidders are determined to be successful bidders, comparing priorities of the bid request data that the
 - 30 successful bidders have registered, and determining a single bidder having a highest priority to be a final successful bidder; and
 - the priorities are calculated according to information about time when the bid request

data are input, which is included in the bid number information.

3. The method as set forth in claim 1, wherein the commodity information registered in the commodity information DB further comprise bid price range information including an upper limit and a lower limit of the bid price information.
 4. The method as set forth in claim 3, wherein:
 - the bid table includes one or more bid registration fields falling between the upper and lower limits of the bid price range information; and
 - the step of registering the bid request data comprises the step of sorting the bid registration fields in order of price magnitude.
 5. The method as set forth in claim 1, further comprising the steps of:
 - maintaining a user information DB for storing one or more of a user identifier, a password, contact information and bid detail information of each of the bidder;
 - granting priority purchase rights for the commodity for sale at auction to the determined successful bidders, and recording information about the granted priority purchase rights in the user information DB;
 - transmitting the information about the granted priority purchase rights based on the contact information of the successful bidders with reference to the user information DB; and
 - providing user interfaces for receiving purchase form data to the successful bidders having made confirmation responses to the transmitted information about the granted priority purchase rights, the purchase form data including a payment method or a delivery address.
- 25 6. The method as set forth in claim 5, wherein the step of transmitting the information about the priority purchase rights comprises the steps of:
 - withdrawing the priority purchase rights granted to the successful bidders if conformation responses to the information about the priority purchase rights have not been received from the successful bidders, and recording information about the withdrawal of the priority purchase rights in the user information DB; and
 - re-determining one or more successful bidders according to a certain criteria by analyzing the bid request data registered in the bid table, except the bid request data input by the

former successful bidders.

7. The method as set forth in claim 1, wherein the step of receiving the bid request data comprises the steps of:

- 5 receiving user identifiers or passwords required for user authentication from the bidders; authenticate the bidders using the input user identifiers or passwords with reference to the user information DB;
- transmitting bid fee payment request data corresponding to the received bid request data from the authenticated bidders;
- 10 providing user interfaces for allowing the bidders to input bid fee payment information to the bidders having made confirmation responses to the bid fee payment request data; and receiving payment completion information corresponding to the input of the bid fee payment information.

15 8. A computer-readable storage medium a computer-readable storage medium storing a compute program for performing one of methods set forth in claims 1 to 7.

9. A system for providing an auction service via the Internet, comprising:
a commodity DB for storing commodity information of a commodity for sale at
20 auction;

a bid information DB for storing a bid table for registering bid request data regarding the commodity for sale at auction;

interface means for receiving bid request data including specific bid price information from bidders having searched the commodity information of the commodity for sale at auction;

25 bid registration means for registering the bid request data in bid registration fields of the bid table corresponding to the bid price information; and

a successful bid control means for determining one or more successful bidders according to predetermined criteria by analyzing the bid request data registered in the bid table after an elapse of a predetermined period;

30 wherein the predetermined criteria are based on the bid price information of the bid registration field and numbers of items of the bid request data;

wherein the successful bid control means selects one or more bid registration fields

having a smallest number of items of bid request data, selects a bid request field having a lowest bid price among the selected bid registration fields, and determines one or more bidders having registered bid request data in the selected bid registration field to be successful bidders.
